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SEI taps into Malaysian wealth management industry

The company joins Malaysia's Maybank Group to expand investment access for rich Malaysians.



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Clients of the Kuala Lumpur-headquartered bank can now access to SEI's manager selection platform and asset management capabilities, including proprietary manager research and due diligence, risk management, and investment research.

"Democratising investment access is core to our asset management value proposition, and we are thrilled to partner with Maybank to deliver our institutional-quality investment platform to their clients," said Kevin Barr, head of SEI's asset management business.

Feeder fund launch

Through the partnership, Maybank Asset Management, also launches a feeder fund to its wealthy clients.

The MAMG Liquid Alternative Fund is a private label feeder fund structured as a Malaysian unit trust that invests a minimum of 90% of its assets directly in The SEI Liquid Alternative Fund.

The remaining 2% to 10% of AUM will be allocated to "liquid assets".

"We are excited to partner with SEI to bring their unique investment platform to our clients. With our new liquid alternative fund strategy, investors can access a differentiated [product]

that offers low volatility and correlation to traditional assets,” said Alvin Lee, head group wealth management at Maybank.

The strategy has a potential target returns of 4% to 5% per annum and adopts a “safety net” strategy to protect against downside risks during bear equity markets, according to the fund factsheet.

The feeder fund is suitable for sophisticated investors who are seeking potential long term capital appreciation.

Launched in 2015, the target SEI fund has exposure to global equities, global fixed income, and currencies.

“With access to a unique, replication-based liquid alternatives strategy and our broader investment capabilities, Malaysian investors can pursue their financial goals with greater confidence,” said Barr.

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